

Carrefour SA in Retailing (World)

URL:	https://marketpublishers.com/r/CC7E7CBEBD1EN.html
Date:	June 1, 2017
Pages:	43
Price:	US\$ 572.00
ID:	CC7E7CBEBD1EN

French modern grocery giant Carrefour SA is striving to shift its core business away from hypermarkets as well as reduce dependency on its sluggish domestic market. There has seen a spate of acquisitions, as well as franchising agreements that have taken the brand into Sub-Saharan Africa and the Middle East. However, a failure to develop an effective online business and strategic missteps in China have slowed growth. Nonetheless, the company is well positioned for growth as key markets begin...

Euromonitor International's Carrefour SA in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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